Claims

What is claimed is:

1. In a television network environment, a method for delivering targeted advertisements to one or more subscribers, the method comprising:

selecting one or more targeted advertisements to be transmitted to a group of subscribers;

organizing the selected advertisements in an advertisement (ad) channel; and

transmitting the ad channel to subscriber equipment.

- 2. The method of claim 1, wherein the ad channel is a high-speed channel.
- 3. The method of claim 1, wherein the ad channel is a 6 MHz analog channel.
- 4. The method of claim 3, wherein the targeted advertisements are transmitted as analog video.

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- 6. The method of claim 1, wherein the targeted advertisements are encoded and transmitted as conventional programming.
 - 7. The method of claim 1, wherein a plurality of ad channels are transmitted within a single 6 MHz digital channel.
 - 8. The method of claim 1, wherein the ad channel shares bandwidth with other channels within a single 6 MHz digital channel.
 - 9. The method of claim 1, wherein a plurality of digital ad channels are transmitted along with a plurality of digital video signals within one 6 MHz channel.
- 10. The method of claim 1, wherein the ad channel is a 20 constant bit rate dedicated channel.

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- 11. The method of claim 1, wherein the ad channel is a variable bit dedicated channel.
- 12. The method of claim 1, wherein the ad channel fluctuates responsive to a system channel.
 - 13. The method of claim 12, wherein the system channel is a programming channel.
 - 14. The method of claim 13, wherein bandwidth supplied to the ad channel is inversely proportional to bandwidth used by the programming channel.
 - 15. The method of claim 1, wherein the ad channel is an off-peak download channel.
 - 16. The method of claim 15, wherein the off-peak download channel is a high bandwidth channel.

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